



City of Arts & Innovation

Transportation Committee

TO: TRANSPORTATION COMMITTEE MEMBERS DATE: JUNE 14, 2018

FROM: PUBLIC WORKS DEPARTMENT WARD: 1

SUBJECT: PUBLIC PARKING PROGRAM – UPDATE OF TWO-YEAR IMPLEMENTATION PLAN

ISSUE:

Receive an update on the Public Parking Program two-year implementation plan and review additional Plan recommendations.

RECOMMENDATION:

That the Transportation Committee:

1. Receive and file the Public Parking Program update.
2. Recommend that the City Council approve the implementation of additional Plan recommendations:
 - a. Replacement of the garage access and revenue systems; and
 - b. Modify the end time of parking garage evening hours of operation;
3. Direct the Public Works Department to return to Transportation Committee with alternate program initiatives.

BACKGROUND:

In 2016, the Public Works Department Public Parking Services Division contracted with Dixon Resources to conduct a study and develop a comprehensive Strategic Parking Plan (Plan) that would help the City prepare for future parking needs through progressive parking strategies and to maximize the occupancy of the existing parking supply.

The Plan outlined a phased-in approach which included 18 items related to rate increases and nine items related to parking experience enhancements. Findings and recommendations were initially presented to the City Council on January 24, 2017. City Council directed the Public Works Department to return with additional information for consideration.

On March 21, 2017, City Council reviewed the additional information and approved an alternate plan with a two-year implementation term, which included six incremental rate changes and six program enhancements over a period of two fiscal years. To date, three items related to rate increases have been fully implemented and three more are to be implemented on July 1, 2018.

The enhancements include safety measures including security patrols, lighting, and maintenance, which are being evaluated for feasibility and affordability.

DISCUSSION:

As requested by City Council, this program update to the Transportation Committee is comprised of the implemented program changes and enhancements as approved by City Council. In addition, staff recommends three additional Parking Plan strategies that can be implemented upon approval. Lastly, the Committee is provided with alternative program initiatives for consideration as recommended in the Plan.

Public Parking Program Update

All the parking strategies implemented thus far have proven to be successful. The three items below are an example of the successes of the Council approved initiatives:

1. On-Street & Surface Lot Hourly Rates – The City's goal to promote turnover and make spaces available was reached. The number of transactions on-street were reduced and an increase of patronage in the parking structures was also recorded. The number of long-term On-Street and Surface Lot parking was reduced and we succeeded in redirecting parkers to appropriate parking facilities based on their intended lengths of stay. Long-term parkers (typically employees or commuters) are now being redirected to parking structures that have less priority of serving short-term business needs, especially short-trip retail and commercial parking needs.
2. Festival of Lights (FOL) – The FOL parking fee was in effect on Friday, Saturday, and Sunday nights as of Switch-On Ceremony and throughout the duration of the event. The rate of \$5.00 pre-paid online and \$10.00 drive-up fees were announced to the businesses with the assistance of the Chamber of Commerce, Riverside Downtown Partnership (RDP) and the FOL website. The use of the pre-pay online value rate increased by approximately 35% from the previous year. This strategy proved to be successful in maximizing the use of limited spaces during another successful FOL season.
3. Security Measures – When Dixon facilitated the stakeholder public forums, one of the highest priorities was to have a visible security presence. Thus, the City entered into an agreement with Streetplus in July 2017 to provide security services in the downtown area. Streetplus personnel provide dedicated security patrols in the parking structures on selected dates during peak times. They engage pedestrians and motorists and provide them with information and directions, as needed. In addition, Parking Services staff have worked in conjunction with the Riverside Downtown Partnership to coordinate the RDP Ambassadors patrol in the parking facilities to maximize their presence.

Part of the assumptions factored into the Strategic Parking Plan included public parking spaces available (inventory) to be constant - 1,607 parking garage spaces, 1,188 surface lot spaces and 1,030 on-street metered spaces. Thus, initial revenue estimates were prepared with unchanging number of spaces available. Since the March 2017 Council meeting, the parking inventory has been reduced by 179 spaces, from 3,825 to 3,646, a 5% reduction. Additionally, the Public Works Department has become aware of the potential elimination of existing public parking spaces due to proposed future development.

If all of the proposed future development occurs, it will result in the elimination of over 900

spaces, a decrease of 26% from current inventory. The annual financial impact would be a reduction in net revenue of \$360,000. Therefore, the enhancements previously approved are being evaluated for feasibility as the Public Parking Fund's budget is affected by the loss of 900 parking spaces.

Additional Plan Recommendations

Public Works recommends the following actions to continue to improve the customer's experience when visiting downtown Riverside:

Replacement of the garage access and revenue systems

The parking entry and exit system referred to as the access and revenue control equipment in the parking garages was installed in 2012 and the Federal ADP products are now obsolete. The company that manufactured the parking products announced their decision to close its parking manufacturing operation in late 2014. This system is comprised of the parking garage gates (arm), cashiering and reporting system.

The manufacturer cashiering equipment that processed credit card payments stopped receiving updates and it is no longer compliant with payment card industry standards. Thus, external credit card payment terminals were purchased in late 2016. As time passes, the equipment is experiencing more frequent break downs and it has been extremely challenging to find parts and services to keep the system operational affecting our ability to provide a positive customer experience.

New technologies available allow for pay-on-exit capabilities and allow alternative payment options such as mobile payments, merchant validation, special event rates, and discount/promo codes. This technology reduces the exit time when there is a mass exodus of patrons at the end of the work day or after a special event, such as a live event being released from the Fox Performing Arts Center. The estimated cost to replace aging, obsolete equipment per garage is estimated to be approximately \$230,000.

Modify the end time of parking garage evening hours of operation

The current hours of operation for the evening rate of \$5.00 per entry at all parking garages are from 9:00 p.m. to 3:00 a.m. on Thursdays, Fridays and Saturdays.

To support cost saving measures, staff recommends changing the evening rate hours of operation to end at 1:00 a.m. instead of 3:00 a.m. due to the limited number of entries into the parking garages after 1:00 a.m. Statistics show that the garages have an average of approximately only 5-10 vehicles per hour entering to park during the last two hours. Therefore, the City would save personnel costs spent on attendants staffing the entrance of the facilities by changing the evening operation hours end time from 3:00 a.m. to 1:00 a.m. After that hour, most of the activity in the garages is related to departures which is overseen by the Streetplus security staff.

Alternate Program Initiatives to Explore

To continually further the goals of the parking program and in keeping the program sustainable, Public Works recommends that the following alternative program initiatives be explored and assessed for future consideration.

1. Extend the metered spaces hours of operation end time. The current end time is set to 5:00 p.m. However, per the Plan, there is an opportunity to extend the metered end time to 6:00 p.m., which will distribute the long term parking customers into the parking garages that offer free parking after 5:00 p.m.
2. Allocate a portion of parking facility sale proceeds to the Public Parking Fund to compensate for lost revenues.
3. Review the base parking fines as recommended in the Plan. The base parking fines were last evaluated in 2003. Staff will conduct a survey of municipalities that are comparable in size and population and report back to the Committee with recommendations for any proposed fee changes.
4. Assess a surcharge on new development that replaces parking facilities. A study to assess the surcharge of lost parking revenues should be conducted to assign a cost to each parking space removed from inventory. Funds received from surcharges would be used to identify and construct new parking facilities.
5. Implementing a value rate structure in the parking garages based on location and occupancy will provide value rate pricing in underutilized facilities and premium daily rates in the facilities with high occupancy. Applying this strategy will help to disperse the vehicles into the underutilized facilities thus promoting the other garages for future use.

FISCAL IMPACT:

There is no direct fiscal impact resulting from this report. Potential fiscal impact of additional Plan recommendations upon Council approval:

1. Replace garage access and revenue systems – The cost to replace the equipment is approximately \$230,000 per garage. The equipment in all five garages would be replaced as available funding is identified.
2. Modify parking garage evening hours of operation – Changing the end time of garage operations from 3am to 1am at the garages would result in approximately \$28,000 in annual savings.

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availability of funds: Adam Raymond, Chief Financial Officer/City Treasurer
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Attachments:

1. Presentation
2. Parking map